Collapse All Sections Federal Communications Washington, DC 20554 Approved by OMB 3060-0754 FCC 398 Children's Television Prog Report reflects information	gramming Report		Update La 2007	ocal	Check Data	File Form 398 Help
<u>Licensee Information - (c</u> <u>Analog Core Programmin</u>	g - (click to hide s	section)				
	Clea	r Section				
2. State the average number See 47 C.F.R. Section		Core Progr	amming per week bi	roadcast by	the station.	3
 a. Does the Licensee including an indicarrequired by 47 C.F 	tion of the target o	child audie	ing each Core Progra ence, to publishers o			⊙ Yes ○ No ○ No
b. Identify publishers	who were sent inf	ormation	in 3.a.			
program guides: TV Guide, TV Data Techi child audience, to the following publishers	nologies, Tribune Media Services, and Kidsne of program guides: TV Guide, TV Data Tech	t Media Guide and New nologies, Tribune Media	is with the Network, including an indication of the is. KMOV-TV also provides information identifying: Services, Bellville News Democrat, Alton Telegranitor, St. Louis Post-Dispatch, St. Louis Argus, Sta	the core programs including ph, Cahokia Dupo Herald, Ti	an indication of the target he Daily Standard, Clay	
4. Complete the followin Core Programming.					nths that n	neets the definition of
Program 1						
?	<u>Clear</u> <u>Program</u> Data	[2]	<u>Delete</u> <u>Program</u>			
Title of Program 1				Origination	n	
SUSHI PACK				Network		
Days / Times Prog Scheduled			imes aired at rly scheduled time	Number of Preemption	ns Use	If preempted, complete Analog Preemption Report
SATURDAYS 11AM (begin	ning 11/3)	8		Add and D		
Length of Program		30	1 minutes	Buttons Be	low	
Age of Target Chile		9	years to 11	years		
Describe the education Programming.	ational and informa	ational ob	jective of the progra	m and how	it meets th	e definition of Core
characters are brought to life, and dedi- of certain positive social behaviors and honesty, and self-confidence, and such behaviors that can be modeled and use	cate themselves to fighting crime, injustic skills to children. The major educational o behaviors as teamwork problem-solving a	e, and helping those in objectives of the progrand cooperation. The ds. This program is sp	leces of Sushi, and a tube of mustard. Throug need. The themes integrated into the episod am are to have young viewers learn some imp program seeks to help children understand tha needifically designed to further the educational a g as specified in the Commission's rules.	es of SUSHI PACK are ass ortant life-lessons related t these are every day pro-	ociated with the teaching to such traits as loyalty, social attitudes and	
Does the Licensee	identify the progr	am by dis	playing throughout t	he program	the symbo	I E/I? ⊙ Yes ○ No
Preemption Inform			•			
SUSHI PACK						
Total Times Aired *	Number of Preer News	nptions fo	or other than Breakir		mber of Prescheduled	emptions
9	1			1		
* Total Times Aire	d is total times air	ed at regi	ularly scheduled time	e plus Numb	er of Preen	nptions Rescheduled.

Add->	Preemption Reports			
	SUSHI PACK - Preemption	Report 1		Clear Data Delete
	Date Preempted / Episode Number	If rescheduled, Date Rescheduled	and Time	Is the rescheduled date the second home?
	12/01/07	SAME DATE 9AM		⊙ Yes ○ No
	If rescheduled, were promo public of rescheduled date Reason for Preemption O Public Interest O Sport	and time?		⊙ Yes ○ No
Program 2				
Title of Progra	Clear Program Data am 2	<u>Delete</u> <u>Program</u>	Origination	
AT THE ZOO			Local	
Days / Times Scheduled		al times aired at jularly scheduled time	Number of Preemptions	If preempted, complete Analog Preemption Report
Length of Pro	gram 30	minutes		
Age of Target	: Child Audience 13 educational and informational	years to 16 objective of the progra	years nm and how it	meets the definition of Core
St. Louis Zoo. They ta each animal. Other to informing children as	Louis Zoo President, Dr. Jeffrey Bonner are the houlk about each species at the zoo, relaying factual in pics include conservation, breeding programs, spec a significant purpose, and otherwise meets the definition of the program of	iformation that shows what it takes to ca ies survival programs and zoo manageme nition of Core Programming as specified i	re for, feed and maintair ent. This program has ec in the Commission's rule	n the lifestyle of ucating and s.
	nsee identify the program by	displaying throughout t	ne program tr	ne symbol E/I? • Yes • No
Program 3	Clear Program Data	<u>Delete</u> <u>Program</u>		
Title of Progra	am 3		Origination	
Scheduled		al times aired at ularly scheduled time	Number of Preemptions Add and Deke Buttons Belover	
Length of Prog		minutes		
	Child Audience 9 educational and informational	years to 11 objective of the progra	years m and how it	meets the definition of Core
them to morph from humar Her tasks are to help them stand up for justice against selected groups of facts dra	d program focusing on a group of five ordinary, but diverse tee is into various species of dinosaurs. Their science teacher, with maneuver through the experiences of the high school years, wit the forces of evil. Each episode draws on a set of planned eluwin from a variety of fields of study. This program is specificall ifficant purpose, and otherwise meets the definition of Core Program that the propose is a set of the set of the set of the program is specifically ifficant purpose, and otherwise meets the definition of Core Program is specifically the program is the program of the program is the program of the program is specifically the program is the program of the program is the program is the program of the program is the program of the program is the program of the program of the program is the program of the program of the program is the program of	ifull knowledge of their parents and with a few spe th its social, emotional, educational, recreational, a cational and informational themes related to specify y designed to further the educational and informati	ecial abilities of her own, become and teenage angst, and to guid fic pro-social concepts, life-less	nes their mentor. Ie them as they sons, and/or
Does the Lice	nsee identify the program by	displaying throughout t	he program th	ne symbol E/I?
Preemption Ir		,	F 3. m	

Total Times A *	ired Number of Pree News	mptions f	for other than Break		ber of Preemptions heduled
9	1			1	
* Total Times	- : Aired is total times ai	red at red	gularly scheduled tim	ne plus Numbe	er of Preemptions Rescheduled.
Add-> 0	Preemption Reports		gararry serreduced em	re pras marribe	a of Freemptions Reservedured.
	DINO SQUAD - Preer	nption Re	eport 1		Clear Delete
	Date Preempted / Ep Number		If rescheduled, Date Rescheduled	and Time	Is the rescheduled date the second home?
	12/01/07		SAME DATE 9:30AM		⊙ Yes ○ No
	If rescheduled, were public of rescheduled Reason for Preemptic	date and		notify the	⊙ Yes ○ No
	O Public Interest O		Non-breaking New	s O Other	
	1 o Tublic Interest o	Sports (o Non breaking New	vs O Other	
Program 4	Clear Program Data	2	<u>Delete</u> <u>Program</u>		
Title of Progra	ENTURES IN CARE-A-LOT			Origination	1
	Program Regularly	Total	times aired at	Network Number of	If preempted, complete
Scheduled	,		arly scheduled time	Preemptions	
Sunday 7am		13		O Creat	
Length of Prog		30	minutes		
	Child Audience educational and informa	_₅ ational ob	years to 7	years am and how it	meets the definition of Core
"emotional intelligence," de oneself; recognizing emotion	funny, colorful bears, each with a special way ses to help each other and to thwart the evil p effined by psychologist Daniel Goleman and ot ons in others; and handling relationships. Thi lildren as a significant purpose, and otherwise	lots of Grizzle, a ba her researchers as s program is speci	ed bear with his own flying lair. Each Cai skill in five areas: knowing one's emotion ifically designed to further the educationa	re Bears episode is designed ns; managing one's emotions of and informational needs of	to foster children's
Does the Licer	nsee identify the progra	am by dis	splaying throughout	the program t	he symbol E/I? • Yes O No
Program 5					
?	<u>Clear</u> <u>Program</u> <u>Data</u>	2	<u>Delete</u> <u>Program</u>		
Title of Progra	m 5			Origination	
Strawberry Short		_		Network	
Scheduled	Program Regularly		times aired at arly scheduled time	Number of Preemptions	If preempted, complete Analog Preemption Report
Sunday 7:30am		13		O	
Length of Prog		30	minutes		
Age of Target		3	years to 6	years	
Describe the e Programming.	aucational and informa	itional ob	gective of the progra	am and how it	meets the definition of Core
positive qualities, Strawberry are designed to have particul naturally from the narrative,	ortcake, a curious, self-confident leader, narrate thelps her friends, who share her values but not ar relevance for young viewers, focusing on such as the characters experience concrete (positive en, has educating and informing children as a sign	necessarily her abi in issues as friendshi and negative) conse	Illty to take a broader view, to see beyond t ip, fear, self-confidence, sportsmanship, tru equences of their actions. This program is s	heir own self-interest. The the ust and shyness. The pro-social specifically designed to further	messages flow

Does the Licensee identify the program by displaying throughout the program the symbol E/I?

O Yes O No

Program 6	_ *					
?	<u>Clear</u> <u>Program</u> Data	[?]	<u>Delete</u> <u>Program</u>			
Title of Program 6	, 12-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-			Origination	ı	
Cake				Network		
Days / Times Prog Scheduled	ram Regularly		times aired at arly scheduled time	Number of Preemption	이번에 그렇지만 거그 날아이번째 되었다.	ed, complete emption Report
Saturday 10:30am		13	7		vale	
Length of Program		30	minutes			
Age of Target Chil	d Audience	8	years to 12	years		
Describe the education Programming.	ational and inform	national o	bjective of the progra	am and how	it meets the defi	inition of Core
with two integrated levels of educations and use of various fabrics, the making o opportunity for the viewers to learn abo healthy life-style, and other prosocial or	al and informational experiences. On on of clothes, the crafting of useful home, s out social and emotional themes such as oncepts that are developmentally approp	e level, each episode chool, play, and hous the value of honesty, priate for this age-gro	elp of three friends, produces a cable access sh provides actual instruction regarding specific ac ehold items, and other forms of creative expres t, the importance of personal worth and self-este up. This program is specifically designed to fur inition of Core Programming as specified in the i	tivities, with hands-on examples sion. The other level in the e tem, the meaning of friendsh ther the educational and info	ples related to the design episode provides an up, the value of having a	
	identify the prog	ram by di	splaying throughout	the program	the symbol E/I?	• Yes • No
Program 7	Class					
?	<u>Clear</u> <u>Program</u> Data		<u>Delete</u> <u>Program</u>		W.	
Title of Program 7				Origination		
Horseland				Network		
Days / Times Prog Scheduled	ram Regularly		times aired at arly scheduled time	Number of Preemption	, , , , , , , , , , , , , , , , , , ,	d, complete mption Report
Saturday 11am (ending	10/27)	4		0 0	erate	
Length of Program		30	minutes			
Age of Target Child		9	years to 11	years		
Programming.	ational and inform	ational ol	ojective of the progra	am and how	it meets the defi	nition of Core
whose personality is similar to its own Horseland is also a "coming of age" sr From this background, the experience better understanding many of the life	ner's. Horseland and its unique appro eries in which viewers experience and as of sharing, caring, compromise, frie -lessons they need to learn as they gr	ach of integrating the learn from the social andship, respect, and now and develop. The	rside that houses a farm called Horseland. Exe e personality of the main characters and anir il Interactions, hopes, dreams, and even fear competition emerge to provide the young vi its program is specifically designed to further the definition of Core Programming as specified	mals serve to reinforce pros s of this group of culturally lewers with social and emot the educational and inform	social themes. diverse adolescents. tional guidelines for national needs of	
Does the Licensee	identify the progr	ram by di	splaying throughout t	the program	the symbol E/I?	⊙ Yes ⊖ No
Program 8	Class					
?	<u>Clear</u> <u>Program</u> <u>Data</u>	[?]	<u>Delete</u> <u>Program</u>			
Title of Program 8				Origination		
Sabrina, The Animated	Series			Network		
Days / Times Progr Scheduled	ram Regularly		times aired at arly scheduled time	Number of Preemption	If preempters Analog Pree	d, complete mption Report
Saturday 11:30am (endi	ng 10/27)	4		0	relate	
Length of Program		30	minutes			
Age of Target Child		7	years to 12	years		
Describe the educa Programming.	ational and inform	ational ob	pjective of the progra	m and how i	it meets the defi	nition of Core

The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. While Sabrina is not your typical girl - she has magical powers that must be kept secret and also under control - the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Does the Licensee identify the program by displaying throughout the program the symbol E/I? • Yes O No empty Program Reports Non-Core Educational and Informational Programming - (click to hide section) 5. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. Section 73.671. Complete chart below for each additional such educational and informational program. add- 1 empty Program Reports Sponsored Core Programming - (click to hide section) 6. List Core Programs, if any, aired by other analog stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. Section 73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased. Add-> empty Program Reports Program Details Digital Core Programming - (click to hide section) Clear Section 7. a. State the average number of hours of Core Programming per week broadcast by the station on its main program stream. b. Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel? c. If 'Yes' to 7b, the Licensee certifies that the representations and children's Yes O No O Yes O No program information provided with respect to its analog channel apply equally with respect to its main digital program stream. If 'No' to 7c, submit as an Exhibit a Statement of Explanation. (You will be a\$ked to submit this exhibit when you file Form 398 and are directed to the confirmation screen.) 8. a. State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream, b. State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section

9. a. Does the Licensee provide information identifying each Core Program aired on its

station, including an indication of the target child audience, to publishers of

definition of Core Programming. Complete chart below for each Core Program

The CBS Television Network provides information identifying the core programs it supplies to stations affiliated with the Network, including an indication of the target child audience, to the following publishers of program guides: TV Guide, TV Data Technologies, Tribune Media Services, and Kidsnet Media Guide and News, KMO-TV also provides information identifying the core programs including an indication of the target child audience, to the following publishers of program guides: TV Guide, TV Data Technologies, Tribune Media Services, Bellville News Democrat, Alton Telegraph, Cabokia Dupo Herald, The Dally Standard, Clay county Reporter, Hilbston Journal, Forrest Park Community College, Healthcare Publication, East St. Louis Monitor, St. Louis Post-Dispatch, St. Louis Argus, State Journal, Video Viewing, Meramec College, Cable TV Service, and Prevue Networks.

10. Complete the following for each program that you aired during the past three months that meets the

program guides as required by 47 C.F.R Section 73.673?

b. Identify publishers who were sent information in 9.a.

O Yes O No

Program Reports

Yes O No O Yes O No

program streams?

If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired. (You will be asked to submit this exhibit when you file Form 398 and are directed to the confirmation screen.)

Non-Core Educationa	I and	Informational	Programming -	- (click	to	hide s	ection)
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12. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. Section 73.671. Complete chart below for each additional such educational and informational program.

empty Program Reports

Sponsored Core Programming - (click to hide section)

13. List Core Programs, if any, aired by other stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. Section 73.671. Also indicate whether the amount broadcast by another station increased.

 empty Program Reports

Program Details

Programming.

Other Matters - (click to hide section)

14. Complete the following for each analog and digital program that you plan to air for the next quarter that meets the definition of Core Programming. Complete the chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel, or both channels.

Program 1 Clear Delete ? Program **Program** Data Title of Program 1 Origination CARE BEARS: ADVENTURES IN CARE-A-LOT Network Days / Times Program Regularly Total times to be Length of Scheduled aired Program Age of Target Child Audience Sundays 7am 13 minutes 30 years to 7 Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Care Bears are a group of funny, colorful bears, each with a special way of caring and a belly badge, which unleashes that bear's special caring power. The bears use their caring hearts and their belly badges to help each other and to thwart the evil plots of Grizzle, a bad bear with his own flying lair. Each Care Bears episode is designed to foster children's 'emotional intelligence,' defined by psychologist Daniel Goleman and other researchers as skill in five areas: knowing one's emotions; managing one's emotions; motivating oneself; recognizing emotions in others; and handling relationships. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Broadcast on both analog and digital channel Program 2 Clear Delete ? **Program Program** Data Title of Program 2 Origination DINO SQUAD Network Days / Times Program Regularly Total times to be Length of Scheduled aired Program Age of Target Child Audience Saturdays 11:30am 30 minutes 9 years to 11 Describe the educational and informational objective of the program and how it meets the definition of Core

DINO SQUAD is an animated program focusing on a group of five ordinary, but diverse teenagers, who, through an unusual accident, become contaminated with a substance that allows them to morph from humans into various species of dinosaurs. Their science teacher, with full knowledge of their parents and with a few special abilities of her own, becomes their mentor Her tasks are to help them maneurer through the experiences of the high school years, with its social, emotional, educational, recreational, and teenage angst, and the stand up for justice against the forces of evil. Each episode draws on a set of planned educational and informational themse related to specific pro-social concepts, life-lessons, and/or selected groups of facts drawn from a variety of fields of study. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Program 3						
?	<u>Clear</u> <u>Program</u> <u>Data</u>		<u>Delete</u> <u>Program</u>			
Title of Program 3	Data			Origination		
AT THE ZOO				Local		
Days / Times Progr Scheduled	ram Regularly	Total aired	times to be	Program	Age of Target Ch	ild Audience
Saturdays 10am		13		30 minutes	13 years to	
Describe the education Programming.	ational and inform	national o	bjective of	the program and h	now it meets the d	efinition of Core
Louis Zoo. They talk about each animal. Other topics include con	species at the zoo, relaying fac servation, breeding programs,	ctual information species survival p	that shows what it ta programs and zoo ma	ow that gives viewers a behind the kes to care for, feed and maintain nagement. This program has edu d in the Commission's rules.Broad	n the lifestyle of each cating and informing	
Program 4						
?	<u>Clear</u> <u>Program</u> <u>Data</u>	?	<u>Delete</u> <u>Program</u>			
Title of Program 4				Origination		
SUSHI PACK	yet en			Network		
Days / Times Progr Scheduled	ram Regularly	Total aired	times to be	Length of Program	Age of Target Ch	ild Audience
Saturdays 11am		13		30 minutes	9 years to	11 years
Describe the education Programming.	itional and inform	national o	bjective of t	the program and h	now it meets the d	efinition of Core
characters are brought to life, and dedict of certain positive social behaviors and s honesty, and self-confidence, and such b	ate themselves to fighting crime, injust kills to children. The major educationa ehaviors as teamwork problem-solving by them at home and among their frie	tice, and helping thos of objectives of the pr g and cooperation. The ends. This program is	te in need. The themes into ogram are to have young we he program seeks to help on s specifically designed to fu	be of mustard. Through an accident invol- egrated into the episodes of SUSHI PACK viewers learn some important life-lessons hildren understand that these are every of urther the educational and informational n- mmission's rules.	are associated with the teaching related to such traits as loyalty, lay pro-social attitudes and	
Program 5						
?	<u>Clear</u> <u>Program</u> <u>Data</u>	?	<u>Delete</u> <u>Program</u>			
Title of Program 5				Origination		
CAKE				Network		
Days / Times Progr	am Regularly	Total	times to be	Length of		
Scheduled		aired	_	Program	Age of Target Chi	
Saturdays 11:30am	L:1 1 :- 6	13		30 minutes	8 years to	
Describe the educa Programming.	itional and inform	national o	bjective of t	the program and h	ow it meets the d	efinition of Core
integrated levels of educational and information fabrics, the making of clothes, the crafting of about social and emotional themes such as	itional experiences. On one level, each e of useful home, school, play, and househo the value of honesty, the importance of p s age-group. This program is specifically	pisode provides actual old items, and other fo personal worth and self r designed to further th	instruction regarding specifi rms of creative expression. T f-esteem, the meaning of frie te educational and information	ple access show. The series is designed to pr a activities, with hands-on examples related fhe other level in the episode provides an op- endship, the value of having a healthy life-sty- nal needs of children, has educating and info digital channel	to the design and use of various portunity for the viewers to learn yle, and other prosocial concepts	
Program 6						
**************************************	Clear	grantemasing	<u>Delete</u>			
[2]	<u>Program</u> <u>Data</u>	?	Program			
Title of Program 6				Origination		
Strawberry Shortcake				Network		
Days / Times Progr	am Regularly	Total	times to be	Length of		

	Scheduled	aired	Program	Ac	ge of Targe	t Child Audience
	Sunday 7:30am	13	30	minutes 3	vea	rs to 6 vears
	Describe the educational and i Programming.	nformational objective of	of the progr	am and how	it meets t	he definition of Core
	In this series, Strawberry Shortcake, a curious, self-confident le positive qualities, Strawberry helps her friends, who share her are designed to have particular relevance for young viewers, fo naturally from the narrative, as the characters experience concinformational needs of children, has educating and informing chrules. Broadcast on both analog and digital channel	cusing on such issues as friendship, fear, self-confi	dence, sportsmanship, tr	their own self-interest. Th ust and shyness. The pro-	he themes of the stories spcial messages flow	; nd
	empty Program F	Reports				_
<u>15.</u> D P	oes the Licensee publicize the e rogramming Reports (FCC 398)	existence and location of as required by 47 C.F.R	f the station 3. Section 73	n's Children's 3.3526(e)(1:	Television 1)(iii)?	⊙ Yes ○ No
	Children's Programming Liaison I Name	information				
_		_		Telephone N	lumber (inc	clude area code)
<u>L.</u>	Liz Mullen			314-444-3329		
_	Address			Email Addres	SS	
La	One Memorial Dr.			lmullen@kmov.c	om.	
C	City State	e Zip (Code			
	St. Louis Misso	ouri 6310	2			
ec ar	formation on any other non-contain to air during the next quarted ducational and informational valued 3. The station does not broad on its main digital stream.	r, or any existing or pro ie of such programming	posed non- to children	broadcast ef	fforts that in F.R. Section	will anhance He-
(U.S	LFUL FALSE STATEMENTS MADE DE, TITLE 18, SECTION 1001), A S. CODE, TITLE 47, SECTION 31	2(a)(1)), AND/OR FORF	EITURE (U.S	ION LICENS S. CODE, TI	E OR CONS TLE 47, SE	STRUCTION PERMIT CTION 503).
belie	rtify that the statements in this ef, and are made in good faith.	application are true, co	implete, and	correct to	the best of	my knowledge and
Nam	ne of Licensee	Si	gnature			
KMOV	/-TV					
Date	2					
01/1	0/2008					
Electron	nic Filing Operations					
	Check Data Run Chec	ks to look for data erro	rc			
		values to the FCC as a		îling.		
	Reset dat	<u>a</u> to last updated value				
	Update Local Data File/Save File/Open	ata into this form (so th As command). This will File.	at it can be allow you t	saved locall to restart thi	ly with you is form in t	r browser's he future by using

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